

Appendix 4: Shropshire Strategic Context

Key Policy/Strategy	Priorities	Strategic Outcomes
<p>Shropshire Council Corporate Plan 2019/20-2021/22- Innovate to Thrive</p>	<p>Our vision: Innovate to thrive</p> <p>Our interlinked priorities are as follows:</p> <ul style="list-style-type: none"> • More people with a suitable home • Care for those in need at any age • A good place to do business • A healthy environment • Sustainable places and communities Embrace our rurality 	<p>A healthy environment</p> <p>The Council will ensure that its infrastructure and assets are as efficient and environmentally sensitive as they can be to reduce environmental pollution.</p> <p>The Council will work with partners to maintain Shropshire's landscapes, culture and heritage to support good health, communities and growth of the economy.</p> <p>The Council will encourage positive lifestyle choices and in doing so provide information, advice and opportunities for health and well-being.</p>
<p>Shropshire Council Health and Wellbeing Strategy 2016-2021</p>	<p>Our Vision:</p> <p><i>For Shropshire people to be the healthiest and most fulfilled in England</i></p> <p>Our Aim:</p> <p><i>To improve the population's health and wellbeing; to reduce health inequalities that can cause unfair and avoidable differences in people's health; to help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.</i></p> <p>The Health and Wellbeing Board (HWBB) believes we need a new approach to health and care that nurtures wellness and encourages positive health behaviour at all stages of people's lives, across all communities and across all the systems that we work and live in.</p>	<p>Our JSNA tells us that our key health issues in Shropshire include:</p> <ul style="list-style-type: none"> • Mental health, including dementia • Rising obesity • Child Poverty • Ageing population <p>Prevention</p> <ol style="list-style-type: none"> 1. Health promotion and resilience 2. Health promotion and resilience are about encouraging people to make good choices at every stage of life. It is also about making sure that the right support is available when it is needed and that services are there not only to help us to feel better, but to help stop illness or physical difficulty from happening again. <p>Sustainability</p> <ol style="list-style-type: none"> 1. Promoting independence at home

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	<p>We need to:</p> <ul style="list-style-type: none"> • Start Well – parents make good choices for their bumps and babes; early years and schools support good mental and physical health and wellbeing; services are available when and if they are needed; • Live Well – we make good choices for ourselves as we become adults to keep well and healthy, both physically and mentally; accessing support from services when and if they are needed; • Age Well – making good choices as an adult means that as Shropshire people age they are as fit and well as they can be; people continuing to make good lifestyle choices throughout their lives can prevent many long term conditions such as dementia and heart disease. 	<ol style="list-style-type: none"> 2. Promoting independence at home will involve planning support so that people are able to stay in a place that is familiar to them as well as having the assistance of their community in keeping well and living their daily life. 3. Promoting easy to access and joined up care 4. Promoting easy to access and joined up care will mean that people are able to experience care that can best meet their individual needs. Care will not feel disjointed and to help people to access care, they will have the right information about where to go and what to expect. People will also receive the right information to help them make informed choices. <p>To embed this new approach within the mind-set and planning of all our partners and Shropshire people, the Board intends to establish exemplar/development projects in three key areas focusing on reworking the whole system along the principles and objectives set out in this strategy.</p> <p>These projects will form the HWBB Action Plan and are:</p> <ul style="list-style-type: none"> • Healthy weight and diabetes care • Carers • Mental health
<p>Shropshire JSNA - Health & Well Being Board Shropshire Sustainability and Transformation Plan 2016 - 2021</p>	<p>The JSNA has informed the priorities in the Shropshire health and Well-Being Strategy.</p> <p>To materially improve the health and well-being of our populations. To achieve this goal we want our communities to be illness free and independent for as long as possible, provide community based integrated health and social care models of care; and when needed, ensure our patients receive the safest acute based services. To do this we want to transform our partnerships to bring unity of purpose across our health and social care sector.</p>	<p>The identified priorities through the JSNA are:</p> <p>Our JSNA tells us that our key health issues in Shropshire include:</p> <ul style="list-style-type: none"> • Mental health, including dementia • Rising obesity • Child Poverty

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	<p>Key features of our plan will result in integrated technology and data moving freely across our system to support a place-based delivery model, backed up by a one public estate philosophy which maximises the use of public assets to the full.</p> <p>We will work with our populations to improve public engagement and accountability and build social capital to enable us replace a sickness paradigm with wellness.</p> <p>We will use our scarce resources to focus on interventions and services that supports the prevention of poor health, early detection of disease and community based treatment where needed and possible. We believe this help us to reduce over reliance on our acute services.</p> <p>As employers of a significant number of local people in this area we also want to use this leverage to support economic prosperity in our communities.</p>	<ul style="list-style-type: none"> • Ageing population <p>To build resilience and social capital into people’s environment so they have the knowledge and skills to help themselves to live healthier and happier lives enabled by current and emerging digital technologies.</p> <p>To work as one Health and Care system to deliver for patients and citizens and develop a single shared view of the place-based needs of the population using advanced business intelligence capabilities.</p> <p>To develop a sustainable workforce that is fit for purpose</p> <p>To develop and support Future Fit and Community Fit programmes</p>			
<p>Shropshire Cultural Strategy – Independent by nature (Draft)</p>	<p>The Shropshire Cultural Strategy is currently out for consultation. Our Vision is: By 2030, Shropshire’s vibrant culture will be inspiring more people – both local communities and visitors alike - to explore, create, be active and enjoy themselves. It will enhance lives and nurture the environment for all our futures.</p>	<p>Culture better supports the growth of the local economy and creates more opportunities to earn a living</p> <p>Explore Delighting and surprising visitors and residents with independent, authentic experiences</p> <p>Enjoy Using culture to support people to be active, happy, healthy and connected</p> <p>Live Harnessing the power of distinctive places for the benefit of all</p> <p>Nurture Shropshire’s high-quality natural landscapes are valued and enhanced for future generations</p> <p>Innovate Driving digital development to enhance cultural experiences, improve physical and intellectual access and tackle social isolation</p> <p>Connect Forge strong partnerships to drive forward our shared cultural ambition</p>			
<p>Energize Getting Hearts Beating Faster- Actively Improving Lives 2022</p>	<p>Our mission is to improve lives and empower communities through the power of physical activity and sport.</p> <p>Our priority audiences in our community are:</p>	<table border="1"> <tr> <td data-bbox="1585 1385 1767 1468">Reach inactive audiences</td> <td data-bbox="1767 1385 1948 1468">Create regular habits</td> <td data-bbox="1948 1385 2130 1468">Sustain and improve provision</td> </tr> </table>	Reach inactive audiences	Create regular habits	Sustain and improve provision
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	<ul style="list-style-type: none"> Independence in Later Life Actively Ageing Well Building Active Families Stabilising Young Lives 	<table border="1"> <tr> <td>Independence in later life</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Actively living well</td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Building active families</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Stabilising young people</td> <td>✓</td> <td></td> <td></td> </tr> </table>	Independence in later life	✓		✓	Actively living well		✓	✓	Building active families	✓	✓	✓	Stabilising young people	✓		
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Social Value Charter for Shropshire	<p>Sets out how public sector commissioners, service providers, voluntary, community & social enterprise organisations and businesses will aim to improve the social, economic and environmental wellbeing of Shropshire.</p> <p>The Social Value Charter aims to clearly communicate the Social Value priorities for Shropshire</p>	<ol style="list-style-type: none"> Supporting the Shropshire economy: Promoting wellbeing in Shropshire: A great place to live <p>Implementation of the Charter - Charter signatories will commit to supporting the three principles set out above</p>																
Shropshire Playing Fields Association - Freedom to Move	Freedom to Move 2019 - 2024	<p>Create a regional cycling hub site</p> <p>Identify main arterial off road cycle and pedestrian routes</p> <p>Creation of additional cycling hub, drop in stations along the route of the River Severn</p> <p>Create an innovative enterprise zone along the length of the route</p>																
Shropshire Council Medium Term Financial Strategy		<p>Innovate - Focus on the highest priority areas and those most likely to provide greatest reward including Children's Services, Digital Transformation and Health and Adult Services</p> <p>Raise Income Focus on investment and commercial activity</p> <p>Cut Services Reconsider the core services the Council will continue to provide and focus resources on that core offer only. Once decided, make these decisions as quickly as possible.</p> <p>Use Reserves In a strategic manner to enable and smooth the delivery of the above.</p>																

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Vision and Strategy for Adult Social Care 2018/19 – 2020/21 - Promoting Wellbeing and Independence in our Communities	Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21	Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21
Shropshire Economic Growth Strategy	Our Economic Growth Vision for Shropshire To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high quality assets	The strategy's six priority actions are: <ol style="list-style-type: none"> 1. Target actions and resources where there are economic opportunities 2. Enable businesses to start, grow and succeed 3. Deliver infrastructure to support growth 4. Meet skills needs of businesses and people's aspirations for work 5. Promote Shropshire to investors 6. Build our reputation as a council that is 'good to do business with'
Shropshire Local Plan Review 2016 -2036	Review currently underway - key housing investment and growth areas	
Shropshire Local Place Plans	New development relies on the timely provision of infrastructure and investment. Place Plans play a vital role in delivering this investment, and in doing so will help deliver the Council's Local Development Framework (LDF) programme, as well as wider community priorities.	Priorities are defined on an individual place plan basis but generally include access to leisure facilities and activities. Consideration be given to provision and activities appropriate to local demographics and to attract short term visitors/tourism and investment.
Shropshire Local Transport Plan 2011-2026	Physical activity, health and road safety Supporting sustainable tourism	Creating conditions which encourage and facilitate walking and cycling to make a significant contribution towards healthier lifestyles.

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		<p>Continuing to improve the safety of Shropshire’s roads with a particular emphasis on key risk groups and factors including motorcyclists, pedestrians and cyclists, young road users and rural roads.</p> <p>Enabling the signing of appropriate visitor attractions in line with our tourism sign policy.</p> <p>Seeking to enhance the use of information and view point lay-bys at appropriate locations.</p> <p>Supporting and promoting tourism related walking, cycling and horse riding, through improved promotion, information and signing; appropriate route maintenance and targeted network improvements.</p>
<p>Shropshire Great Outdoors Strategy 2018 - 28</p>	<p>By the end of 2028, people will be happier, healthier and more prosperous by being better connected to Shropshire’s Great Outdoors through safe and cherished publicly accessible outdoor assets.</p>	<p>Happy- Encourage enjoyment of Shropshire’s Great Outdoors by more people, of all ages and abilities.</p> <p>Healthy- Benefit the health of residents and visitors through increased physical activity and improved mental wellbeing in the Great Outdoors.</p> <p>Prosperous- Promote opportunities to improve the local economy by sympathetic commercial use and development of the outdoor assets.</p> <p>Connected- Bring people together within their communities to appreciate the potential and make decisions locally about their outdoor assets and actively participate in its maintenance and improvement.</p> <p>Cherished- Conserve and enhance special places that are important for nature, heritage and people.</p> <p>Safe - Ensure Shropshire’s outdoor assets are safe and well maintained to meet statutory obligations and new opportunities now and in the future, within current financial restrictions</p>